

MACLEAN'S

SEPTEMBER 1 1952 CANADA'S NATIONAL MAGAZINE 15 CENTS

HOW

by Mac Reynolds

SECRETS OF
A SUPERMARKET SLEUTH



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Model 115 Roadster, 125 mph, wheelbase 48 1/2 in. GVW, gross ton, double suspension power steering.

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SEE THE COMPLETE ARRAY OF NEW PARKER PENS YOUR DEALER IS FEATURING NOW. CANADA'S PREFERRED WRITING INSTRUMENTS, THEY BRING REAL PRIDE AND LASTING WRITING PLEASURE. FOR SCHOOL, BUSINESS AND HOME, YOU'LL FIND A PARKER AT ALMOST ANY PRICE YOU FAVOUR.

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Buy a Parker "15" — one to replace the old pen that may cost you \$10.00. The Parker "15" is yours. Choice of 17 colors—hard Green, Red, Blue, Navy, Silver, Black, Orange, Red, Purple, Gold, Silver, Blue, Grey, and many more. For \$12.50, the Parker "15" is yours. Parker "15" is yours. Parker "15" is yours.

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CNE: NOT CANADIAN, NOT NATIONAL

IT IS DIFFICULT to get really outraged about anything as spinelessly big and away and unchained as a good summer fair. Perhaps that's why the biggest and most momentous fair in North America gets away with calling itself the Canadian National Exhibition when, in fact, its biggest and most publicized activity is neither Canadian nor national.

[illegible]

We are not among those who maintain on this account that the Canadian National Exhibition ought to be entirely Canadian in character. Our patriotism is not offended by the fact that the CNE has never hired a Canadian WM. Man from Boston to attract employment to a Canadian troupe of Street Ball Players. We do think, however, that so long as it advertises itself as a Canadian National Exhibition it must be as Canadian as it can be, if only to escape the charge of ostentatious and/or false patriotism.

In fact, the Canadian National Exhibition is connected to the business theory that you want to run a Canadian National Exhibition in Canada and stay in business. My tradition as chief drawing card, the glimmer stars or its show window, is the nightly grandstand show. My tradition this must be headlined by an American movie, variety or radio act, preferably supported by a few other American stars of lesser magnitude. Also by tradition any American performer is better than any Canadian performer.

This year's policy of *apostrophe* under the arc lights got the management into some spinning fires. News through its lies to John, Danny Kaye and Jimmy Durante as well to have run as high as fifty thousand dollars for fourteen performances, a fiscal difficulty in obtaining a winning headline of suitability. For a few horrible days—between efforts by an unnamed Betty Hutton—by a team of comic named Marvin and Jerry—were said to be in danger of having to open a Confess Heroin trial with Cal. At the dawn's hour a California morning named Betty Martin was pushed into the breach and said words of order.

As we were saying, it's hard to get really indignant about a good summer fair and the Toronto Fair is a very good one. It doesn't, nevertheless happen to be the Canadian National Exhibition and we wonder how long it will be before someone seeks a more telling to make it draw from using a name as foreign to its spirit.

MACLEAN'S

CHARACTERIZATION OF THE POLYMER

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Keywords: adolescent; self-esteem; social support

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BIRTHDAY IN A 10-MINUTE SCREENING
Jesse Taylor
THE ECONOMIC LAND OF CONSUMPTION
Last Page
THE CASE WITH THE MURDERER
Lacey Wilson
BUT IT'S BACK: LASTS' Side Collie

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Keywords: *Self-esteem, self-esteem threat, self-esteem threat, self-esteem threat, self-esteem threat*

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Behind every call — local or long distance — is the Very Important Person with the Very Important Plans who first hooked up the clock. One such person is George B. — a control office man

with one of Canada's seven major telephone companies. George helps to expand and maintain telephone facilities at peak efficiency. In turn, the company he works for forms a vital, unifying link in the Trans-Canada Telephone System: seven individual organizations working as a team to give you fast, no-cost, long distance telephone service.

(Typical rate: — as low as \$3.95
 Vancouver to Helsinki)



George E. is married and the proud father of twins—a boy and a girl. His wife is a telephone company worker. As a member of the Teamsters' telephone team, last year he helped in the selling and servicing of thousands of new telephone sets.

IN THE EDITORS' CONFERENCE

MAC MITCHELL, who writes about the Royal Canadian Mounted in *E.C.*, is in Toronto and Vancouver newspapers who has become a regular contributor to this section since he took five-fifteen a few months ago. During that time he was a gunner and later went to work for the newspaper, Maple Leaf.

1931. He told us I took his house. Maggie is a press partner for *Norah Eddy*. In addition to working the show and sending Eddy out in a pout, Maggie told us love with a giant *Jack Reed* who later married the heroine she told Maggie existed a mother. The winner of the press show, *Edna Rogers* was a young woman, the 20. Eddy's around here. The Miss Tynholm Da don't up the beautiful moments and service. Thus as her first published article. The name *Ann Kershaw*

writer begins reading on page 14. **Archie** Stone of Vancouver is said to live on an Atlantic farm and as a dual citizen believed in the third law of the universe. She usually has her mother accompany her on a few rounds with the 10 to explain them later, but who better is successful in the future in her work on page 14. **Franklin** Arbutnotte told to his king and distinguished but of some Canadian with a painting done on Signal Hill, St. John's, Newfoundland. This is the locale of Marston's announcement.

TRANS-CANADA TELEPHONE SYSTEM



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NARITIME TELEPHONE & TELEPHONE COMPANY LIMITED THE NEW HONGKONG TELEPHONE COMPANY (LIMITED) THE HUI TELEPHONE COMPANY OF HONGKONG
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A vibrant, colorful illustration of a seafood platter. The platter features a large red lobster, a black lobster, and a yellow lobster, all garnished with green herbs and small white flowers. The background is a soft, light blue gradient.

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These relationships were based, they claim, on well-documented stops for free shipping credits and discounts to reach by rail. Because of Quebec City's steep import costs, and long haul routes they were

WASHINGTON, D.C. (AP)—The Justice Department on Monday announced that it would seek to force the

Les Compagnons de la Chasse, a French racing group who came to this country in 1961 with

On their first day they served seven meals between noon and midnight and they had enough money to meet their first mortgage payment. Three weeks later in the town's second supermarket they were serving one hundred and fifty meals a day. Last winter, when many small Quebec City restaurants shut down for the season, Le Buvard. *Continued on page 10*

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FLAMING BEASTLY BEER
AS MINGOTON GIVES THE
FOLLOWING SUMMARY OF A
CHICKEN. 8-11-11-11-11
END TO AM EX-11-11-11

THE ABOVE DATA WERE OBTAINED FROM THE
FOLLOWING SOURCES: U.S. BUREAU OF ECONOMIC ANALYSIS,
WASHINGTON, D.C.; AND U.S. DEPARTMENT OF COMMERCE,
BUREAU OF ECONOMIC ANALYSIS, WASHINGTON, D.C.

GUNS ARE FOR MEN

All was love and laughter in the log cabin
until the midnight marauder came between them.
And Clara learned that sometimes in the New World
the woman could be the hunter

By L. JOHANNE STEMÖ

ILLUSTRATED BY OSCAR

UP IN the hills above the farm the coyotes howled, strong in autumn storms. In the log cabin

Lafayette and Elmer, the two sons whose names translated literally became "Settled" and "Peace," clowned merrily as they sat. Their smart eyes glowed in the dark, their tiny fists held lightly and one sat upon the skin on their father's lap with the freedom of a monkey. In a pleasant state of irresponsibility they played, delighted and revivified, only to begin the whole process again.

In the log house could be heard no sound of stirring and movement. Five hours in varying shades from brown to black stood dense and motionless. The day's work their fathers readily find they were well-earned. Occasionally they changed night from one foot to another, rubbed a forehead against the railing of a crib, yawned and dozed.

Nearly a cluster of pale red stars beamed a flock of stardust. They slept, stirred, stretched, snuggled and snuggled themselves on the low roof.

The house up on the hill above the meadow. It was a log house with corners rounded and flat, the spars between logs stained and filed and the inside walls thickly plastered. The meadowed meadows loomed south and west, rolling before lamplight into the dark. Godfrey Stoddard pulled his empty plate toward the empty children's round table. "Is there more, Clara?"

"More than you can eat," said his wife, strong to serve with a hand of child's skill, the pulse of which the half moonlight poured on the long wooden table. When she came from the off load across the sea to this new home on the sparsely settled prairie.

A large window, left in being partly on the back of the two men. The room was pleasantly warm, fragrant with the smell of good food, better still with life. A four-cornered child sat in a low chair, her blue eyes glared with sleep. She smiled to see.

Out of the night flowed a long, wonderful cry and then a hush, of short cry followed. The child came slowly clear, looking round at up at her parents and then looking into lamplight, gasping, or she began at the side of her chair with a long cry.

"Here Coyote, oh Klumpen!" said Godfrey to the child. He repeated his long back from the table, approached his long legs at her feet and sat the little girl on his knee.

"It's a splendid sound to the night," said Clara. "Watch! Laughed Godfrey. "Frolic!" "I don't," she said. "It's like a song

not there on the dark night beyond in company. Later—"

A single wall ahead her near the rolling prairie to be taken up by others in various positions. The playing boys were not the chance of some animal to become a part of the mysterious, intense quality of night.

"See," said Clara. Her mind returned from the silent hills and the world in her husband. He smiled. "That," he said. "But get you used." She moved at him and then understanding, turned at her eyes. "Oh, no!"

"Nothing is really in a danger."

"Frolic!" she said. "I have only been startled and quick the first faintest warning."

"Watch. Remember that warning."

"But my children, Godfrey—they wouldn't dare touch my children. What should we do?"

"Well, I've been kind of expecting a visit."

"Mamma! You are full of talk," said Clara. "You know they never come near the buildings." Her face became more, almost, she said.

"Godfrey?"

"He's not her worried look. I wouldn't be so, it's not."

"Gone!" she said to the child and captured her up out of Godfrey's arms. "Time for bed."

Godfrey, who always everything but got the child ready. Let me take her, he said, and moving for the little girl now, stretched in a long, fantastic suggestion. He reached her a kiss.

But springing back, said Clara but her own held momentarily in the great hands on her own—settled much playing around her mouth.

She pulled the screen back from the home-made table and Godfrey laid the child down and tucked her in. The child moved gently in the mouth of his hand.

"The child from the hills moved into the darkness. Clara went to the window and looked into the dark night. "That is like every one!"

Godfrey smiled. "They are now up to their hills."

Clara looked to him. "Always I have seen yet not a lion." She began to see the point to night.

"No," answered Godfrey. "But these are children of prairie and better child. Not it's going."

"And here Coyote is happy!" Continued on page 24

A shadow moved. Her blue eyes turned sleepily and the child was



Amusement Park trip is the highlight of our year, says a family in the second set of focus letters.

圖為可變電阻器，其電阻值可隨外加電壓而變，其電阻值與外加電壓成正比，其電阻值與外加電壓成反比。

ANDS

See a performance in
The Shouting of Sam McGraw
several instances and video
when the Woppy Ball
toward Canada in 1951

But now combine writing performance with a steady teaching

PUT IT ON, LA!

By BOB COLLINS
PHOTOS BY ALAN LEVINE

Here's how store

detectives in the

bustling supermarkets

catch hundreds of

food pilferers

cash year.

And, the strange

thing is, the

shopper who slips

a ham under a cool

is that nice man

or woman next door!

ONE DAY last spring in an east Toronto suburb, a man in a multi-colored sweater helped himself generously to the canned beef-wet sandwiches. It was a night that would be the last of the winter clerk's life. It was the last of the winter clerk's life. It was the last of the winter clerk's life.

"I've been working groceries to day since I was 15," he explained in his thick French-Canadian accent. "I'll be 60 in May."

"I'll be 60 in May," he said. "I'll be 60 in May."

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words of goods stolen each year the supermarket system encountered in the dollars in a two day drive that ended in a \$15,000 loss. The loss was a record for the system. The loss was a record for the system. The loss was a record for the system.

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might stealing from a food market of various sizes and was moved to stay away. The man had been in the shopping line and was in the line. The man had been in the shopping line and was in the line. The man had been in the shopping line and was in the line.

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Macleau's MOVIES

CONDUCTED BY CLYDE GILMOUR

CARREY IMPROVES A witty encounter between a man and his dog. (Don't be misled by the title; this is not a comedy.) **B**

EMERSON'S MISTAKE Through his fiction, Emerson of the time lived and his ideas really came to life. **B**

THE NEW YORK This studio has a special section of the year. **B**

THE NEW YORK This studio has a special section of the year. **B**

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The Star With the Dispen Haws

(Continued from page 2)

did of her improvement. "She's a night club dancer as well as a singer," says the manager. "She's a singer as well as a dancer." "She's a singer as well as a dancer." "She's a singer as well as a dancer."

The manager, however, says that the singer is a singer as well as a dancer. "She's a singer as well as a dancer." "She's a singer as well as a dancer." "She's a singer as well as a dancer."

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she'd report to the hotel staff at ten o'clock in the morning for breakfast. She'd be in the kitchen at ten o'clock in the morning for breakfast. She'd be in the kitchen at ten o'clock in the morning for breakfast.

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The only 100,000-mile re-usable protection!

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1. BLOWOUT-SAFE! Experience has shown that only the double air chamber principle gives you positive safety in a blowout emergency! If outer chamber bursts out, LifeGuard inner chamber still holds air—enough air to allow you to come to a safe, controlled, straight-line stop.

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This great new Goodyear development gives you not just partial protection, but actually makes a blowout harmless and prevents puncture loss! Only the LifeGuard double air chamber principle gives positive protection against blowouts—no partial protection against some blowouts, but complete protection against all blowouts!

Besides giving you positive protection from punctures and blowout danger, the LifeGuard saves you money. How? Because it's re-usable—the only blowout and puncture protection that doesn't wear out when your car wears out!

Forget the savings yourself! You need to buy a set of LifeGuard.

Safety Tubes only cost 100,000 or more miles! You spread the cost over 3 or more sets of tires. As your tires wear out, you simply purchase new Goodyear tires (no need to buy new tubes)—have your dealer remove your LifeGuards from your old tires, install them in your new ones. You save money—and you get the same protection against blowouts and punctures that you can buy!

You can't be puncture-safe and blowout safe unless you get your Goodyear Dealer to remove your present tires with New LifeGuard Safety Tubes. See your Goodyear Dealer right away and get the complete story of the puncture safe, blowout safe LifeGuard! It's the kind of practical protection every motorist can afford!



YOU CAN HAVE UPGRADES INSTALLED
IN YOUR PRESENT TIRES, TOO!

You can and the danger of blowouts and the inconvenience of flat tires today! LifeGuards in any make of tire. If your present tires are well good, get your Goodyear dealer to remove them with your LifeGuard Safety Tubes. You can use them in at least three sets of 100,000 miles.



THE ONLY MULTIMILLION MILE
PROVED PROTECTION!

In 17 years as millions of miles, we know of no case of failure of a Goodyear LifeGuard Safety Tube in a blowout. And the 100,000 LifeGuard gives you the initial protection of being puncture safe because it seals its own punctures.

NEW LIFEGuard SAFETY TUBES

by **GOODYEAR**



Another milestone in Canadian-pioneered agricultural progress...

MASSEY-HARRIS BUILDS WORLD'S FIRST TEST TRACK FOR POWER FARMING



Diagrammed above, the Massey-Harris test track presents the kind and condition of hazards and obstacles met in farm equipment operation. Modern electronic equipment is used in exacting stress analysis tests.

- **LEVEL SMOOTH ROAD**—for steering, vibration, clearance and dynamometer distributor tests.
- **ROUGH, "BELGIAN BLOCK" ROAD**—to test durability, resistance to shock, fatigue, etc.
- **and ● OBSTACLE COURSES**—to simulate conditions met in crossing plow furrows, rice field levees, etc.
- **TURNING PADS.**
- **"ONE-IN-FIVE" GRADIENT**—for testing climbing power and torque, brakes, steering, stability of machines, weight distribution.
- **WATER BATH**—with controlled level, for testing moisture seals, effect of water on units.
- **DUST TUNNEL**—for accelerated wear studies on moving parts, also operating characteristics in dusty fields.
- **MUD COURSE**—for testing of traction, study of scrapers, effects of mud on mechanisms.

Right from the start of the power farming age, the world has looked to Canada and Massey-Harris for progressive advancements. Now Massey-Harris pioneers another forward step in the implement industry. On the vast Massey-Harris Farms, near the little Ontario village of Milliken, Canadian engineers have built a completely equipped test track—the world's first scientific "proving ground" for farm implements.

The new test track is already playing an important part in the development of new engineering ideas and advanced designs in combines, tractors, drills, one-way discs and other equipment

... to help farmers do more work with less manpower ... at lower cost.

This work is important to everybody in Canada, because Canadian-designed Massey-Harris implements are sold in 106 different countries. Massey-Harris exports to the United States, Britain, Europe, Africa, South America and other lands have long added millions of dollars every year to the credit side of Canada's world trading account. Now, with this unique new proving ground to widen skills and knowledge, Massey-Harris Canadian engineering and Canadian craftsmanship will be able to compete even more successfully in the markets of the world.

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